

## Message Text

UNCLASSIFIED

PAGE 01 MILAN 00570 261413Z

44

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

----- 110928

R 261302Z MAR 75

FM AMCONSUL MILAN

TO SECSTATE WASHDC 3979

INFO AMEMBASSY ROME

UNCLAS MILAN 0570

E.O. 11652: N/A

TAGS: BBSR BEXP IT

SUBJECT: GLOBAL MARKET RESEARCH: MID-TERM REPORT - BUSINESS EQUIP-  
MENT AND SYSTEMS, ITALY

FOR COMMERCE

REF: MILAN 303, USDOC 1667, STATE A-8667 OF NOV. 19, 1974

1. POST RECEIVED SUBJECT REPORT FROM CONTRACTOR, THEODORE TRANCU  
& ASSOCIATES, ON MARCH 24. REPORT AIRMAILED TO COM/BIC/OIM/MRD  
VIA APO.

2. REPORT INDICATES CONTRACTOR HAS COMPLETED 41 OF 51 SCHEDULED  
PERSONAL INTERVIEWS AND 8 OF 12 END-USER PROFILES. HE ESTIMATES  
75-80 0/0 OF NECESSARY DATA HAS BEEN GATHERED, AND QUALITY AND  
QUANTITY OF DATA IS SATISFACTORY. CONTRACTOR STATES DATA SHOWS  
"CONSIDERABLE AND CONTINUOUS GROWTH TREND TO 1974" ...IN ITALIAN  
MARKET..."WITH ENCOURAGING TREND FOR NEXT FIVE YEARS".

3. IN REPORT AND SUBSEQUENT INTERVIEW WITH POST, CONTRACTOR  
EMPHASIZES DIFFICULTY IN OBTAINING DATA FROM END-USERS ON  
BUSINESS EQUIPMENT AND SYSTEMS UTILIZED AND THEIR FUTURE  
PURCHASE PLANS. HE DESCRIBES MANY FIRMS AS EXTREMELY RELUCTANT  
TO DISCLOSE THIS INFORMATION. CONTRACTOR TOLD POST PROBLEM  
WOULD NOT SIGNIFICANTLY IMPAIR TOTAL STUDY, BUT MAY CAUSE  
UNEVEN DEPTH OF DATA IN END-USER PROFILES.

4. CONTRACTOR TOLD POST HE BELIEVES STUDY WILL SHOW ITALIAN  
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MARKET IN SUBJECT THEME WOULD SUPPORT MILAN TRADE CENTER

EXHIBITION. HE ALSO ASSURED POST THAT ANY EFFECT ON MARKET OF  
50 0/0 IMPORT DEPOSIT REQUIREMENT WOULD BE INCLUDED IN THE FINAL  
REPORT.FINA

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 26 MAR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Reference:** 75 MILAN 303, 75 USDOC 1667, 75 STATE A-8667, 75 OF NO19, 75 1974  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** woolflhd  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 07 JUL 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <07 JUL 2003 by leeperne>; APPROVED <06 JAN 2004 by woolflhd>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** GLOBAL MARKET RESEARCH: MID-TERM REPORT - BUSINESS EQUIP- MENT AND SYSTEMS, ITALY  
**TAGS:** BBSR, BEXP, IT  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006